



U.S. Export Assistance Center, Indianapolis
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WHAT CAN YOUR LOCAL U.S. EXPORT ASSISTANCE CENTER DO FOR YOU?

Whether you are entering an international market for the first time or want to expand your overseas sales to new markets we provide customized end-to-end business solutions to help you compete and win in the global marketplace. We can assist you in developing an effective export strategy, locating the best markets for your company's products, finding the most qualified international buyers and partners and identifying sources of financing for you and your buyers. We can also help you in resolving payment, customs clearance, and other trade-related issues. Finally we can assist you in learning about cultural issues and business protocol and assessing and complying with regulatory and other market entry hurdles. For more information, contact our office and speak to one of our Trade Specialists. (See back page)

Additional Services for Expanding Your International Sales

MARKET ENTRY AND EXPANSION

BuyUSA.gov is a strategy to build a full, end-to-end international business platform to match U.S. exporters with international buyers, distributors or other business partners.

International Partner Search is a customized search by our overseas posts on behalf of US companies seeking sales representation or other partners ranging from joint ventures to licensees, up to five potential partners. Turn around time for pre-qualified partners is 15 business days.

Gold Key Service is designed to introduce US business travelers to potential agents, distributors, joint venture partners, licensees, and government contacts through our overseas posts. Posts also counsel the client on local business conditions.

Video Gold Key Service allows US exporters to meet "virtually" face-to-face with customers and trade experts in 85 countries in and around the world. Exporters can demonstrate products, collaboratively edit documents, and give multi-media presentations.

MARKET RESEARCH AND INFORMATION SOURCES

www.export.gov is a free resource for US businesses. It offers commercial guides to eighty-five countries; industry market research; access to export professionals in more than 220 cities worldwide; programs to promote your exports, and links to other websites. Be sure to visit www.export.gov

Flexible Market Research is customized information on overseas markets. US companies can design their own questions or choose from a core menu of standardized questions.

International Company Profile is a detailed report on an overseas company. Clients can request specific answers to detailed questions about potential partners abroad.

TRADE SHOWS & EXHIBITIONS

International Buyer Program helps you achieve your international sales goals through participation in domestic trade shows. Commercial Specialists at US Embassies and Consulates conduct intensive promotion campaigns to attract qualified buyers, agents, and representatives to major US trade shows.

FINANCIAL ASSISTANCE

Financing Your Exports offers full service export finance counseling assistance for small and medium sized firms. This includes referrals for foreign risk insurance, buyer financing and long term financing for business expansion. The Small Business Administration's Export Working Capital Program (EWCP) offers transaction-based financing for eligible small exporters. SBA's International Trade (IT) loan program provides long term capital to fund a company's expansion of an existing export market and entry into a new export market.



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The U.S. Commercial Service: A Snapshot

Overall Goals

- Provides comprehensive solutions to international trade challenges
- Helps U.S. firms realize their export potential
- Advocates on behalf of U.S. businesses abroad
- Follows Congressional mandate to emphasize small and medium- sized enterprises (SMEs)

International

- 151 international offices in 85 countries, which together represent more than 96 percent of the world market for exports.
- CS international offices conducted 57,000 export counseling sessions in 2003
- CS international offices generated 7,568 verifiable export sales, worth \$29 billion, in 2003
- 97% of these sales were from small and medium-sized companies

Domestic

- 107 U.S. Export Assistance Centers throughout the United States
- The Commercial Service serves a client base of 90,000 U.S. companies
- CS domestic offices conducted 78,000 export counseling sessions in 2003, a 15% increase over 2002
- CS domestic offices counseled 9,000 U.S. companies in 2003. Nearly 100% of these were small and mid-sized companies
- CS domestic offices generated 6,443 verifiable export sales, worth \$6.2 billion, in 2003

Indiana

- The Indiana Export Assistance Center generated 100 verifiable export sales in 2003 worth over \$14 million.

Visit us on the Web at:
www.buyusa.gov/greatlakes
www.export.gov

United States Department of Commerce
Your Global Business Partner